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(71) Applicant (for US only): **CAMBRIDGE DISPLAY TECHNOLOGY LIMITED** [GB/GB]; Greenwich House, Madingley Rise, Madingley Road, Cambridge, Cambridgeshire CB3 0TX (GB).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **SMITH, Euan, Christopher** [GB/GB]; Cambridge Display Technology Limited, Greenwich House, Madingley Road, Madingley Rise, Cambridge, Cambridgeshire CB3 0TX (GB). **GUNNER, Alec, Gordon** [GB/GB]; Cambridge Display Technology Ltd., Greenwich House, Madingley Rise, Madingley Road, Cambridge, Cambridgeshire CB3 0TX

(GB). **HALLS, Jonathan, J., M.** [GB/GB]; Cambridge Display Technology Centre, Greenwich House, Madingley Rise, Madingley Road, Cambridge, Cambridgeshire CB3 0TX (GB).

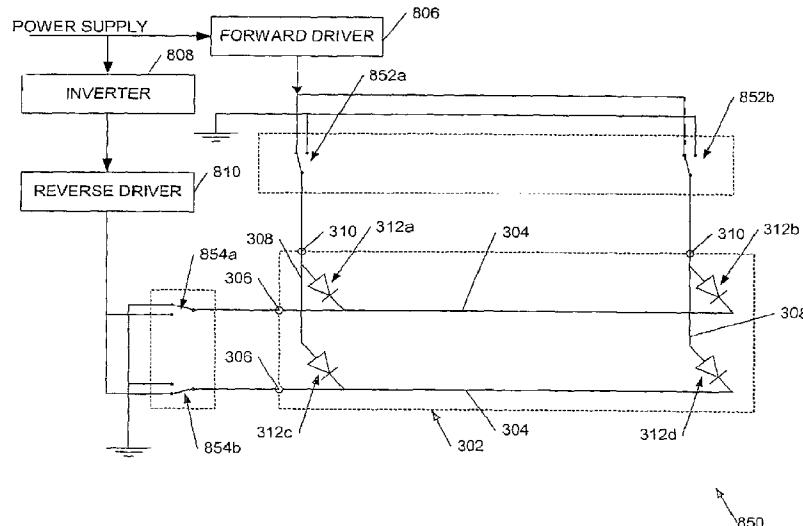
(74) Agent: **MARTIN, Philip, John**; Marks & Clerk, Wellington House, East Road, Cambridge, Cambridgeshire CB1 1BH (GB).

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(54) Title: ELECTROLUMINESCENT DISPLAY AND DRIVER CIRCUIT TO REDUCE PHOTOLUMINESCENCE



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(57) Abstract: This invention generally relates to display driver circuits for electro-optic displays, and more particularly relates to circuits and methods for reducing the re-emission of absorbed light, for example to increase the colour gamut of organic light emitting diode displays. A driver for a display comprising a plurality of light emitting diode display elements, the driver comprising addressing circuitry to address said display elements, a first driver to cooperate with said address circuitry to provide a forward drive to at least one of said display elements to illuminate the display element, and a second driver to provide a reverse bias drive to others of said display elements at the same time as said at least one display element is illuminated to reduce a level of photoluminescence from said others of said display elements.